
State: Arkansas **Filing Company:** Bankers Fidelity Life Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Medicare Supplement Lead Generation Advertising
Project Name/Number: /

Filing at a Glance

Company: Bankers Fidelity Life Insurance Company
Product Name: Medicare Supplement Lead Generation Advertising
State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Advertisement
Date Submitted: 09/25/2012
SERFF Tr Num: BFLI-128701744
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: AR B 0189 MS77

Implementation: On Approval
Date Requested:
Author(s): Jill Jones, Bridgett Williams, Tina Cunningham, Lyn Ezell, Sharon White
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 09/26/2012
Disposition Status: Filed-Closed
Implementation Date:

State Filing Description:

State: Arkansas
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Medicare Supplement Lead Generation Advertising
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Filing Company: Bankers Fidelity Life Insurance Company

General Information

Project Name: Status of Filing in Domicile: Pending
Project Number: Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 09/26/2012
State Status Changed: 09/26/2012
Deemer Date: Created By: Tina Cunningham
Submitted By: Tina Cunningham Corresponding Filing Tracking Number:

Filing Description:

The above-referenced lead generation advertising pieces are being submitted to your department for formal review and approval and will not replace any previously approved advertisements.

These pieces will be used to generate interest in our Medicare Supplement policies were approved by the Department on 03-23-2010 via SERFF Tracking # BFLI-126469285.

Company and Contact

Filing Contact Information

Tina Cunningham, Compliance Analyst L1 tcunningham@atlam.com
4370 Peachtree Road NE 404-266-5723 [Phone]
Atlanta, GA 30319 404-926-4092 [FAX]

Filing Company Information

Bankers Fidelity Life Insurance CoCode: 61239 State of Domicile: Georgia
Company Group Code: 587 Company Type: Life & Health
4370 Peachtree Rd NE Group Name: 61239 State ID Number:
Atlanta, GA 30319 FEIN Number: 58-0658963
(404) 266-5600 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$150.00
Retaliatory? Yes
Fee Explanation: \$50.00 per form X 3 = \$150.00
Per Company: No

Company	Amount	Date Processed	Transaction #
Bankers Fidelity Life Insurance Company	\$150.00	09/25/2012	63054684

SERFF Tracking #:	BFLI-128701744	State Tracking #:		Company Tracking #:	AR B 0189 MS77
State:	Arkansas	Filing Company:	Bankers Fidelity Life Insurance Company		
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/26/2012	09/26/2012

State:	Arkansas	Filing Company:	Bankers Fidelity Life Insurance Company
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Disposition

Disposition Date: 09/26/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Lead Generation Advertising	Filed-Closed	Yes
Form	Lead Generation Advertising	Filed-Closed	Yes
Form	Reply Card	Filed-Closed	Yes

State:	Arkansas	Filing Company:	Bankers Fidelity Life Insurance Company
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Form Schedule

Lead Form Number: B 0189 MS77							
Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 09/26/2012	B 0189 MS77	ADV	Lead Generation Advertising	Initial:	0.000	B 0189 MS77.pdf
2	Filed-Closed 09/26/2012	B 0189 MS78	ADV	Lead Generation Advertising	Initial:	0.000	B 0189 MS78.pdf
3	Filed-Closed 09/26/2012	B 0189 MS78R	ADV	Reply Card	Initial:	0.000	B 0189 MS78.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages



4370 Peachtree Road NE
Atlanta, GA 30319

Claim your life.™

Your future. Your health. Your choice.



Wouldn't it be great
to have a personal
Medicare guide?

**You do. Welcome to Bankers
Fidelity Life Insurance Company.**



If you're like most adults, the complexities of Medicare can seem overwhelming. But with Bankers Fidelity Life Insurance Company, you'll find clear, easy-to-understand answers that take the guesswork out of this important decision.

Did you know?

It's flexible

With Bankers Fidelity, you have many plan options, and you're not limited by an enrollment window or any timing restrictions.

Enjoy freedom of choice

You choose the doctor or hospital— anyone who accepts Medicare.

You're in control

Need to see a specialist? Go right ahead. There's no need for a referral.

You're free to go

Travel with confidence, knowing you are covered anywhere within the US.

It's a better value

Get help with out-of-pocket costs that can help you manage your healthcare expenses.

Since 1955, the professionals at Bankers Fidelity Life have dedicated themselves to ensuring seniors have the insurance coverage they need. Among many products, we offer Bankers Fidelity Life's Medicare Supplement insurance that helps cover what Medicare doesn't.

We offer these exceptional benefits:

- Guaranteed renewable for life
- No pre-existing waiting period
- Exceptional claims service
- No provider network restrictions
- Preferred rates for healthy seniors

youclaimyourlife.com
1-888-242-0002

Visit us online or call today to learn how we can help you make the decision that is truly to your advantage.

Calls will be answered by authorized representatives of Bankers Fidelity Life Insurance Company.

Not connected or affiliated with, or endorsed by, the United States government or the federal Medicare program. Medicare Supplement policy form series B 21092; limitations and exclusions apply; actual policy provisions control. Rates subject to change on a class basis. Individually underwritten; application to determine eligibility required. Products not sold in AK, CA, CT, FL, MA, ME, MN, NH, NJ, NY, OR, RI, VT, WA or WI. Plan availability varies by state. This is a solicitation of Medicare Supplement insurance by Bankers Fidelity Life Insurance Company of Atlanta, Georgia and an independent agent/producer may contact you.

Tell me more about affordable traditional Medicare Supplement insurance options from Bankers Fidelity Life Insurance Company.®

Please verify printed address here

Complete and return the information below:

Name

PhoneDate of Birth

Spouse's Name

Spouse's Date of Birth

Email

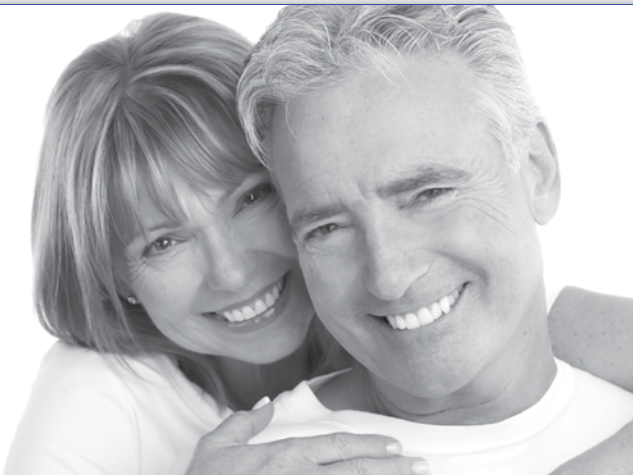
This is a solicitation of Medicare Supplement Insurance. An independent insurance agent may contact you with your requested information.

B 0189 MS78R

(9-12)



Claim your life.®



Let's clear the air on Medicare coverage.

Take the complexity out of Medicare choices.

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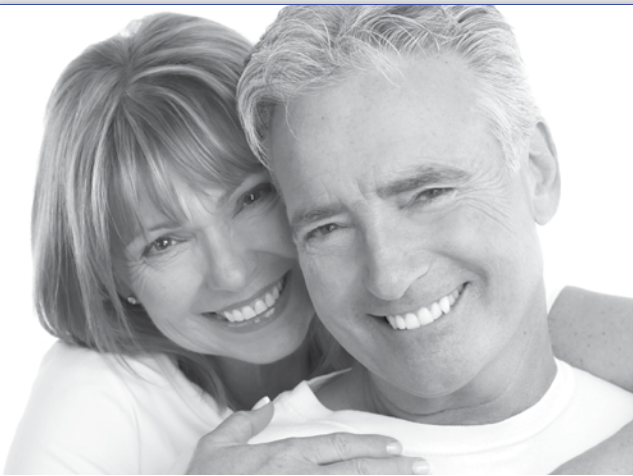
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